

KEM SCREEN PROCESS COLORS



RICH COLORS • HIGH LUSTRE
LONG DURABILITY

DIRECTIONS for EXTERIOR USE—Contd.

Apply Kem Screen Process Color by silk screen squeegee method, one color at a time, as it comes from the package. If necessary, temper slightly with Kem Reducer No. 88 or raw linseed oil. Retarding and Levelling Reducer Rx 03919 may be added up to 5% to Kem Silk Screen Process Colors to afford better screening and levelling properties. This addition, however, will give longer set-to-touch drying time but will allow better through drying and a higher gloss finish. The material air dries to touch in three to four hours and overnight to recoat or can be baked one and one-half hours at 160° F. or one hour at 180° F.

Exterior signs should receive a final coat of Kem Sign Finishing Clear applied by roller coating machine, spray or brush.

Kem Sign Finishing Clear 02493 air dries to touch in two to four hours and hard overnight or may be baked 1 hour at 180° F. or up to 1½ hours at 140° to 160° F. Signs may be packed after allowing to cool thoroughly following baking operation or after allowing to air dry absolutely hard overnight. Slipsheet each sign before shipping.

DIRECTIONS for INTERIOR USE

Finish in accordance with the specifications outlined for exterior use, omitting the final coat of Clear Varnish.

DIRECTIONS for FLOCK FINISHES

Flocks may be obtained in a variety of colors and it is suggested that the Screen Process Adhesive used match as closely as possible the color of the Flock (flock has poor opacity). We recommend the addition of Kem Transparent Base No. 45973 to Kem Screen Process Colors for flocking to prevent excessive penetration and adhere the Flock particles more firmly to the article.

Kem Screen Process Colors should be allowed to dry ten to fifteen minutes, (except on porous surfaces when the Flock is applied at once), at normal drying temperatures, before the Flock is applied.

GREATER DURABILITY • RETENTION of GLOSS • LONGER LIFE • GREATER ATTENTION VALUE • EASY WORKING UNDER SQUEEGEE

SHERWIN-WILLIAMS

K E M

SCREEN PROCESS COLORS

KEM SCREEN PROCESS COLORS are a high gloss, all around, long life, easy-working color, for exterior and interior use on most surfaces such as metal, wood, glass, fabrics, beaver board, masonite, muslin, cardboard, cellulose products, rubber, leather, oilcloth, etc. Ideal as an adhesive for Flock of all types.

Due to its fine grind and great color strength it is the best product where permanency, brilliancy and flexibility are the main requisites. The porosity of the surface being screened will regulate the finish or gloss. Colors dry to touch in 3 to 4 hours and hard overnight under normal conditions.

Signs intended for outdoor exposure should receive a coat of Sign Finishing Clear Varnish No. 02493 to assure original brilliancy.

When Kem Screen Process Colors are used in connection with the application of Flock it is recommended that Kem Transparent base be added to prevent excess flow of the color. The addition of Kem Transparent base also tends to prevent penetration and will adhere the Flock particles more firmly to the surface. Kem Screen Process Colors match in shade those Kem Bulletin Colors which bear corresponding numbers.

DIRECTIONS for EXTERIOR USE

CAUTION—Galvanized or Galvanneal metal signs should receive special attention through the use of a chemical cleaner and the proper Primer.

NOTE—For cleaning, priming and application of background colors, refer to complete Metal Sign Finishing Specifications available on request. Where the copy or design is to be processed, apply Kem Screen Process Colors in the following manner, after the background color has thoroughly dried and cooled (if a baking system is employed).

(CONTINUED ON BACK PAGE)



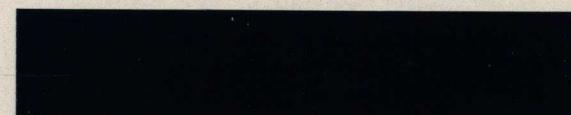
Emerald Green No. 91—Rx45991



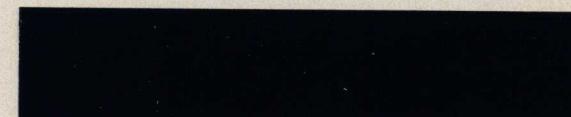
Light Green No. 17—Rx45937



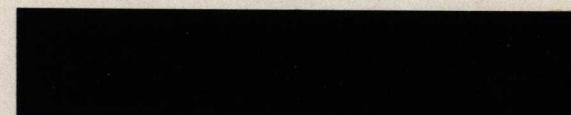
Medium Green No. 12—Rx45990



Medium Blue No. 20—Rx45920



Dark Blue No. 7—Rx45927



Dark Blue No. 7 1/2—Rx45917



Purple—Rx45919



Orange No. 13—Rx45933



Medium Chrome Yellow No. 38—Rx45983



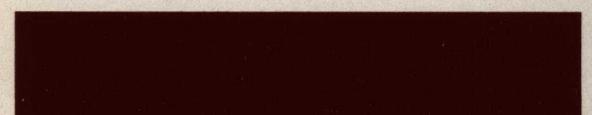
Lemon Yellow No. 37—Rx45984



Light Red No. 2—Rx45988



Bright Red No. 40—Rx45987



Maroon Red No. 3—Rx45923

Also Kem Transparent Base No. 973
Kem Sign Finishing Clear No. 02493
and Kem Reducer No. 88
Black—Rx45999 White—Rx45980

Will Not Clog Mesh • Will Not Gum • Greater Coverage • Full Color Range • Lasting Lustre and Brilliance • Uniform Consistency • Economical

A COLOR and FINISH for EVERY DISPLAY ADVERTISING NEED

SCREEN PROCESS MATERIALS
SIGN and DISPLAY FINISHES
BULLETIN FINISHES
WATER COLORS

Quali-Craft

DISPLAY ADVERTISING MATERIALS

A diversified line of nationally famous and popular materials and equipment for the Display and Screen Process man, Cardwriter, Commercial Artist, Sign Painter and Plant Operator. Never before has such a complete and comprehensive plan of such magnitude been made available to the industry. To you, these facilities mean one source of supply for your display advertising needs, convenience in ordering, plus the kind of service, speed and economy you need for streamline and profitable operation. We invite you to inquire. Let us assist you in solving your Display Advertising problems. Consult our Specialty Graphic Arts Representative or write.

DISTRIBUTED BY

Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL

www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

NATIONAL
BUILDING
ARTS
CENTER

<http://web.nationalbuildingarts.org>